

## REMARKS

The Applicants thank the Examiner for the courtesy of an interview on September 18, 2001. The above amendments and the following remarks are a full and complete response to the Office Action dated August 15, 2001. Claims 1-63 are pending in this application, with claims 22-63 added by the present amendment. In the outstanding Office Action claims 1, 11, and 19-21 were rejected under 35 U.S.C. § 102(e) and claims 2-10, and 12-18 were rejected under 35 U.S.C. § 103(a). No new matter has been entered. Claims 1-63 are presented for consideration.

### **35 U.S.C. § 102(e)**

Claims 1, 11, and 19-21 were rejected under 35 U.S.C. §102(e) as being anticipated by Rosen (U.S. Patent No. 5,995,102). In making this rejection, the Office Action asserts that Rosen teaches each and every element of the claimed invention.

Claim 1 recites a method for enhancing a hyperlink. This method includes displaying a toolbar if a pointer is proximate to hyperlink for a time period which exceeds a predetermined time. The toolbar displaying at least one user-selectable link enhancement. In response to a user selection of a selected link enhancement, the selected link enhancement is performed.

As discussed in the interview, Rosen teaches a server system and method for modifying a cursor image. The background section in lines 24-40 of column 1 teaches that it is well-known in the art of banner advertising to provide a banner ad in the form of a hyperlink, in which users who yield to the advertisement solicitation to "Click Here" are transported to the website of the manufacturer of the product or service being

advertised, or to some other screen which provides additional information about the product or service.

Consequently, as also discussed in the interview, the only link enhancement disclosed in Rosen is that the banner ad may change to display the words "Click Here" when the user places the cursor proximate the banner ad. The user in Rosen, however, has no control over the link enhancement. Specifically, the user is unable to select the link enhancement. In contrast, the ability of the user to select the link enhancement to be accessed or utilized is clearly recited in the present claims. Consequently, Applicants respectfully request reconsideration and withdraw of the rejection of claims 1, 11, and 19-21 under 35 U.S.C. §102(e).

### **35 U.S.C. §103(a)**

Claims 2-10 and 12-18 were rejected under 35 U.S.C. §103(a) as being unpatentable over Rosen (discussed above).

As discussed above and in the interview, Rosen fails to teach a user-selectable link enhancement. The Office Action asserts that it would be obvious to implement icons or buttons displaying a variety of link selections in order to provide for user-friendly interaction. However, since Rosen fails to teach any user-selectable link enhancements, it appears that this argument uses impermissible hindsight.

Accordingly, Applicants specifically request that the Examiner provide at least one reference that shows that it would have been obvious to one of the ordinary skill in the art, at the time the invention was made, to implement icons or buttons displaying a variety of link selections. Consequently, it appears that Rosen fails to disclose and/or

suggest each and every element of the claimed invention. Therefore, applicant respectfully request reconsideration of the rejection of claims 2-10 and 12-18 under 35 U.S.C. §103(a).

### **New Claims**

Applicants have added claims 22-63. Claims 22-42 recite that the toolbar display at least two link enhancements. As discussed in the interview, it appears that Rosen, at most, discloses one link enhancement, therefore, it appears that Rosen neither discloses nor suggests using two link enhancements. Claims 43-63 all recite that the toolbar displays at least one hyperlink interaction, and that the at least one hyperlink interaction permits a user to interact with the hyperlink without the user following the hyperlink. The only interaction disclosed and/or suggested by Rosen is that the user click and follow the hyperlink. Accordingly, it appears that Rosen neither discloses and/or suggests each and every element of claims 43-63. Accordingly, Applicants respectfully request consideration of new claims 22-63.

### **Conclusion**

Applicant's amendments and remarks have clearly overcome the rejections set forth in the Office Action dated August 15, 2001. Specifically, Applicants' remarks have distinguished claims 1-21 from Rosen and thus overcome the 35 U.S.C. §102(e) and 35 U.S.C. §103(a) rejection of these claims. Applicant has also distinguished new claims 22-63 from Rosen. Accordingly, claims 1-63 are in condition for allowance. Therefore, Applicants respectfully request consideration and allowance of claims 1-63.

Applicants submit that the application is in condition for allowance. If the Examiner believes the application is not in condition for allowance, applicant respectfully request that the Examiner contact the undersigned attorney by telephone, if it is believed that such a contact will expedite the prosecution of the application.

Additionally, in the event that any additional fees are due with respect to the filing of this paper, the undersigned authorizes the Office to charge any additional fees to our Deposit Account No. 01-2300 and reference docket number 023460-00001.

Respectfully submitted,

ARENT FOX KINTNER PLOTKIN & KAHN, PLLC



Rustan J. Hill  
Registration No. 37,351

Customer No. 004372  
ARENT FOX KINTNER PLOTKIN & KAHN, PLLC  
1050 Connecticut Avenue, N.W.,  
Suite 600  
Washington, D.C. 20036-5339  
Tel: (202) 857-6000  
Fax: (202) 638-4810

RJH/pwc

**MARKED UP COPY OF AMENDED CLAIMS REQUIRED UNDER 37 C.F.R. §1.121**

1. (Amended) A method for enhancing a hyperlink, the method comprising:  
displaying a toolbar if a pointer is proximate the hyperlink for a time period which  
exceeds a predetermined time, the toolbar displaying at least one user-selectable link  
enhancement;  
in response to a users selection of a selected link enhancement, performing the  
selected link enhancement.

11. (Amended) A hyperlink enhancement system comprising:  
detecting means for detecting the presence of a pointer proximate a hyperlink;  
display means for displaying a toolbar if the pointer remains proximate the  
hyperlink greater than a predetermined time, the menu containing at least one user-  
selectable link enhancement; and  
calling means for calling the link enhancement in response to a user's selection.

19. (Amended) A hyperlink enhancement system comprising:  
displaying means for displaying a toolbar when the presence of the pointer is  
detected, the toolbar containing at least one user-selectable link enhancement; and  
calling means for calling the link enhancement in response to a user's selection.

20. (Amended) A method for enhancing an hyperlink, the method  
comprising:  
displaying a toolbar after a presence of a pointer is detected, the toolbar  
displaying at least one user-selectable link enhancement;  
in response to a users selection, performing the selected link enhancement.

21. A hyperlink enhancement system comprising:

a hyperlink detector that receives a position signal from a cursor; and

a display system, the display system having a display, the display configured to display a page, the display configured to display a toolbar upon the display system receiving a toolbar display signal from the hyperlink detector, the displayed toolbar comprising at least one user-selectable hyperlink enhancement [for selection by a user].